

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
17 February 2005 (17.02.2005)

PCT

(10) International Publication Number
WO 2005/015469 A1

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/NZ2004/000183

(22) International Filing Date: 12 August 2004 (12.08.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
527578 12 August 2003 (12.08.2003) NZ

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(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

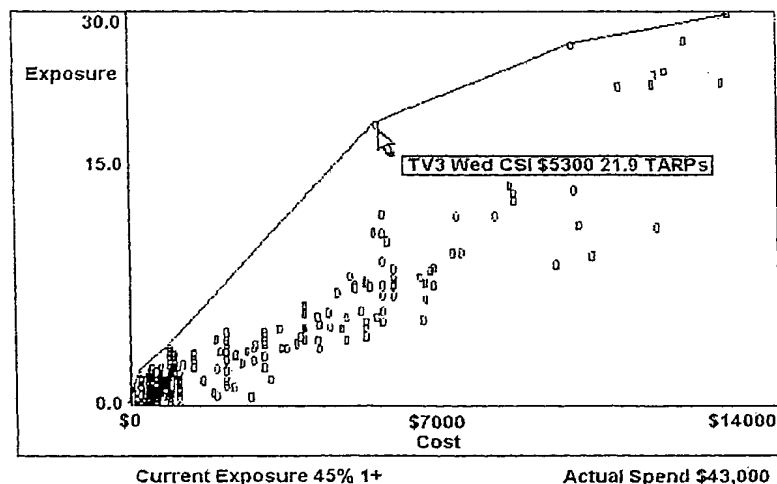
(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,
SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND APPARATUS FOR MEDIA BUYING



(57) Abstract: A computer-implemented method for graphically displaying media buying options (4) is disclosed. In one embodiment, the method includes receiving a cost attribute and an exposure attribute for each media buying option and displaying a plot (1) of available media buying options (4), wherein the media buying options (4) are plotted against a first axis (1B) corresponding to said cost attribute and a second axis (1A) corresponding to said exposure attribute. In another embodiment the method includes calculating or retrieving from memory two or three attributes of each media buying option (4) to be displayed and graphically plotting in a plot (1) each media buying option (4) against said two or three attributes, wherein at least one of said attributes is an exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options (4) is changed.

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